

In the Claims

Below is a list of current claims with status identifiers.

1. (Currently Amended) A method for advertising over a network and broadcast media combination, comprising the steps of:

receiving at a user's computer at a location on the network an audio signal from a broadcast generated by an advertiser, which audio signal has embedded therein unique coded information;

*Sub
D1* extracting the unique coded information from the audio signal in response to the step of receiving;

connecting, without user intervention, the user's computer to an advertiser's location in response to the step of extracting the unique coded information from the audio signal, and the advertiser's location being correlated to the unique coded information;

the step of connecting causing profile information of the user to be sent to the advertiser's location over the network;

receiving the profile at the advertiser's location; and

generating information to forward to the user based upon the user's profile forwarded thereto to the advertiser's location and forwarding this information to the connected user;

wherein broadcast of the audio signal causes both a connection to the advertiser's location on the network and a push of profile information thereto.

2. (Original) The method of Claim 1, wherein the step of connecting comprises:

extracting the information from the unique coded information as a unique code;

transmitting the extracted unique code to an intermediate location on the network;

AMENDMENT AND RESPONSE

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transmitting to the intermediate location from the user's computer a unique user ID associated with the user and which was stored at the user's computer;

providing a database at the intermediate location having stored therein an associative database associating a plurality of unique codes with routing information on the network, and also for storing user profile information associated with user IDs received thereby;

comparing the received unique code with the information stored in the database and, if a corresponding unique code is stored therein, forwarding both the user profile information and the associated routing information back to the user's computer;

and

at the user's computer, utilizing the routing information to interconnect with the advertiser's location on the network and forwarding to the advertiser's location the user profile information.